

# Logo Usage Guidelines

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How to use the ACC Quality Improvement for Institutions logo



Quality Improvement  
for Institutions

Congratulations and welcome to the American College of Cardiology Quality Improvement for Institutions program. Your participation in this unique program will allow you to transform your clinical data into practical, lasting solutions.

Don't miss the opportunity to publicize your participation in the ACC Quality Improvement for Institutions program to your community. As part of the Participation Promotion Kit, you have the use of the ACC Quality Improvement for Institutions logo to display on your website, in your advertisements, and in your promotional materials. This logo is to be used only by ACC Quality Improvement for Institutions participating facilities and must be utilized according to the following guidelines.

**Participating site logo:**



Quality Improvement  
for Institutions

*2015 Participating Facility*

**Logo usage guidelines:**

- The logo must be placed in its original format. Its color, shape or dimensions must not be altered.
- The recommended minimum size for the logo is .5 inches from the top to bottom of the round ACC seal. It may be resized proportionately, but the dimensions (aspect ratio) may not be adjusted in any way.
- If the logo must be placed on a dark background, use a version labeled "ForDarkBackground." It is not acceptable to "reverse out" the round ACC seal so blue portions appear white.

**Logo formats:**

The logo is available to you in JPG, PNG, and EPS formats, as well as in both blue and black versions, all available in one zip file. When deciding what format to choose, use the following guidelines:

- JPG and PNG formats are recommended for small-format uses (i.e., power points, web graphics).
- EPS format is recommended for high-resolution print and large-format uses.
- The logo's standard color is blue but you have a black version for situations where reproducing the logo in blue is not available or feasible (i.e., black and white brochures, 1 or 2 color print projects where PMS 295 is not one of the spot colors).

**Representing the program without the logo:**

The print ads and articles contained in the Participation Promotion Kit all provide approved messaging for the program. You may repurpose any of this content with the following requirements:

- Use the full name of the program, "ACC Quality Improvement for Institutions".
- Spell out the American College of Cardiology and follow with "(ACC)" in the first reference.

**Questions:**

Uses not mentioned within these guidelines must be approved by the ACC. Should you have any questions about these guidelines, the logo files, or the Participation Promotion Kit, please contact us at [CVQuality@acc.org](mailto:CVQuality@acc.org) or (800) 257-4737.